



Marketron Exports Proposal XML Files

You can now send *avails and proposals* electronically to your clients in XML format. This will allow greater flexibility in your sales effort to accommodate the needs of your agency clients.

Advantages of Using Proposal XML

Using Proposal XML, proposals are sent directly from TvSCAN to the buyer, eliminating faxes and manual re-keying. Trading partners save time and gain efficiencies by electronically transacting business.

- Eliminates faxing and manual re-keying
- Can optionally include spots
- Accommodates up to 52 rates per line, 52 weeks and 20 demo categories

Sending a Proposal XML

This option is available through WebAvails in Flight Plan. WebAvails is a free service that allows buyers of advertising to receive avails electronically. Your agency client must register for the service.

- 1) Go to Setup/Configuration Settings to enable WebAvails. You will need to call Client Services for a password.
- 2) Go to Flight Plan and create an avail and/or a schedule.
 - You must select your station as the primary station in the Flight Setup window (the round buttons next to the station list).
- 3) Once your avail or proposal is ready, click on the **Send WebAvail** button on the Flight Plan worksheet header.
- 4) Enter your client's email address and your email address. Note the client's email address must be the same one the client enters when they register for WebAvails.

Receiving a Proposal XML

Your client will be sent an email informing them the avail or proposal is ready with a link to the WebAvails website to sign up for the WebAvails service. They must register to receive the Proposal XMLs.

- Your client needs to select the **XML User?** option. This will enable the transfer of the Proposal XML.
- The email address the client enters should be the one you use when sending WebAvails to that client. This is necessary to attach the Proposal XML to the email.
- Once your client has registered, all future emails will have the Proposal XML attached.

Your client can then import the Proposal XML into their buying system.

That's all there is to it. We have made it easy for both you and your agency clients to transact business electronically.

If you would like to visit the WebAvails website, use the following link: <http://www.webavails.com/>.

For more information on the Proposal XML, visit the following website: <http://www.proposalxml.com/>.